

ROUTING AND RECORD SHEET

SUBJECT: (Optional)

Directorate-Level MBO re Enhancement of OL's Service Image

FROM

C/IMSS/OL

EXTENSION

NO.

DATE

7 Jun 85

TO: (Officer designation, room number, and building)

DATE

RECEIVED

FORWARDED

OFFICER'S INITIALS

COMMENTS (Number each comment to show from whom to whom. Draw a line across column after each comment.)

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John, per our discussion, attached is the questionnaire we've developed for use in our conversations with the OL division/staff chiefs and their project officers for this MBO.

This was a joint effort by my people who will be meeting with those divisions/staffs next week. We plan to generally discuss the milestones and focus primarily on the questions asked here. The individual chiefs can then decide whether they want to disseminate the questionnaires to their subordinate chiefs, and we will meet with them again in 10 days to 2 weeks to discuss their conclusions. From there, we'll have a better feel for the areas where improvement is needed, benefit from the surveys many of them conducted over the past two years, and decide on some follow-on actions.

I will wait to hear from you before we use this, in case you have additional suggestions.

1.

FO/OI

2.

Acting D/L

3.

C/IMSS -

6/11 6/11-Attoz

- its a

4.

start - of paper "enhance"

5.

rather than "improve" - note

6.

of caution - we don't want this to be a mechanical fill-in - the black exercise, but one

7.

that gets a the essence of our image and ends up by

8.

benefiting the office & its people - ultimately helping

9.

us to enhance our significant contribution to the mission of

10.

the Agency.

11.

15.

6/11

J

June 1985

STUDY OF OL's SERVICE ENVIRONMENT AND WAYS TO ENHANCE OL's IMAGE

The Director of Logistics has asked IMSS to undertake a directorate-level objective to enhance OL's image as a service organization. The following questions serve as a point of departure to help us determine how OL can improve its services/support....or better acquaint other components with our role in the Agency. Feel free to tailor the questions to your component or expand them as you think best contributes to this effort. Please add continuation sheets as needed.

1. In your component, what activities/products/services act as "image creators" for you and OL?
 - a.
 - b.
 - c.
 - d.
 - e.
 - f.
 - g.
 - h.
 - i.
 - j.

SECRET (when filled in)

SECRET (when filled in)

QUESTIONS FOR OL DIVISIONS/STAFFS (page 2)

2. What do you think are your customers' perceptions of your component's services and image in each of the above areas? Key your answer to the appropriate letter in Question 1.
 - a.
 - b.
 - c.
 - d.
 - e.
 - f.
 - g.
3. In which areas could your component project a better image or provide a better service? How? (Key your answer to the appropriate letter in Question 1.)
 - a.
 - b.
 - c.
 - d.
 - e.
 - f.
 - g.

SECRET (when filled in)

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QUESTIONS FOR OL DIVISIONS/STAFFS (page 3)

4. What additional services/support could your component add to improve customer relations and enhance OL's image? Please indicate priority.

Achievable with present resources

a.

b.

c.

d.

e.

f.

g.

Achievable with additional resources (specify resources)

a.

b.

c.

d.

e.

f.

g.

SECRET (when filled in)

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QUESTIONS FOR OL DIVISIONS/STAFFS (page 4)

5. What other factors do you think influence OL's image? How can they be changed to enhance OL's image?

a.

b.

c.

d.

e.

f.

g.

6. How can we best communicate to others in the Agency the scope and importance of OL's services/support?

a.

b.

c.

d.

e.

f.

g.

SECRET (when filled in)

SECRET (when filled i

QUESTIONS FOR OL DIVISIONS/STAFFS (page 5)

7. What public relations tools could you suggest to enhance OL's image (e.g., employee bulletins, posters, brochures, video presentations, briefings)?
 - a.
 - b.
 - c.
 - d.
 - e.
 - f.
 - g.
8. If we were to conduct a voluntary random survey of the perceptions of OL within the Agency, who would you recommend be queried and with what specific questions?
 - a.
 - b.
 - c.
 - d.
 - e.
 - f.
 - g.

SECRET (when filled in)

SECRET (when filled in)

QUESTIONS FOR OL DIVISIONS/STAFFS (page 6)

9. Has your component conducted a customer survey within the past two years? _____ If "yes," please make copies of the survey and results available to IMSS. (Elaborate, if desired, on any changes made as a result of the survey or any changes suggested but not implemented.)

10. What other suggestions do you have for enhancing OL's image that are not specifically addressed in these questions?
 - a.
 - b.
 - c.
 - d.
 - e.
 - f.
 - g.

SECRET (when filled in)